



## **In-State Snowmobile Internet Co-op**

The In-State Snowmobile Co-op is a program designed to raise awareness for Idaho snowmobiling destinations. The program has had excellent success in past years in its current online format and the number in inquiries and trips booked online keeps growing. We anticipate this co-op program to keep building and gaining momentum. The Snowmobile program blends elements from the current Tri-State Co-op program with the state's vacation packages and offerings. We run banner advertising on specific niche snowmobiling websites that click through to customized pages about each participant. Like the Tri-State program, information about each participant will reside within the Idaho section of sledtherockies.com.

What participants receive:

- Banner ad promoting snowmobiling in area/region
  - Ad will run on snowmobiling content sites, winter recreation sites plus selected search engines.
  - Campaign to run during winter season.
- Your own web page within sledtherockies.com
  - Banner ad linked to Idaho page on sledtherockies.com.
  - Determine content and links – packages/deals and/or trail maps recommended.
- Database leads
  - Email based inquiries will be delivered for fulfillment purposes during the campaign.

Cost to participate:

- Participants need to apply in the amount of \$4,500.

Contact:

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